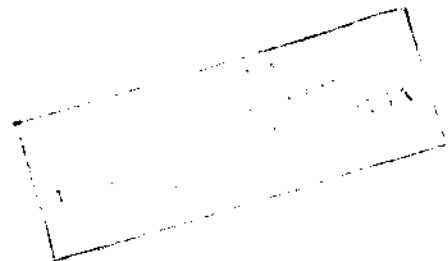


## TESIS

### STRATEGI PENINGKATAN PELAYANAN KESEHATAN DI PUSKESMAS MELALUI ANALISIS PENILAIAN MASYARAKAT



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## ABSTRACT

The background of this study is the lower utilization of service in Public Health Center. This study is descriptive research and has a purpose to arrange the strategic power of health service in Public Health Center through the analysis of people evaluation based from 5P aspect (Power, Position, Pace, Potential, and Performance) that is developed by Marion J. Ball (1999).

The location of study was in Surabaya, Public Health Center of Kali Rungkut and Medokan Ayu Surabaya by involving the chairman and staff of Public Health Center as provider. The respondent of this study was the people and the number was 110 respondents. Sample was taken in Multistage Random Sampling.

The result of the study showed that based on identification and evaluation analysis of the respondent about health service, it got complicated procedure, the ability of staff quality, the cooperation between Public Health Center and government hospital, the cheap service cost, the complete service model, the suitable service time. In addition, There was not innovation of the Public Health Center, the skill of official was adroit and perceptive, the suitable kind of official and good service quality. Based on the result of the available identification and service analysis today was obtained that there was still complicated service procedure, less quality of the official, the cooperation among Public Health Center and RS. dr. Soetomo, RS. Haji and RSAL dr. Ramelan, the cooperation with health insurance, there was additional cost, the type of service was not still enough, the service time began 07:30 until 14:00, ever took innovation in Public Health Center, enough skill of official, the unsuitable type of the most officials and the service quality was enough good.

By referring to the above data and the result of FGD so the choice of strategy to maximize power and overcome the weakness is the market development and innovation of product development. The strategic recommendation is to make short in the service channel, the improvement of official's knowledge, the transparency of service, the appropriate of service time, to add the kind of service and cooperate with Jamsostek for living and non-living treatment service.

**Keywords:** utilization, strategic power, position, pace, potential, expectation